



# LUXURY COLLECTION<sup>SM</sup>

Your Luxury Advantage Starts Here



**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

GEORGIA  
PROPERTIES

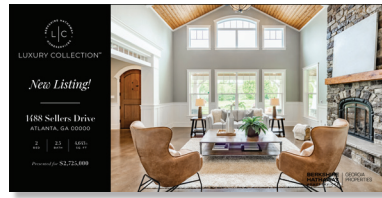
LUXURY DEFINED. ALWAYS.

## THE DIFFERENCE THAT DEFINES LUXURY

At Berkshire Hathaway HomeServices Georgia Properties, elevate marketing to a level that defines excellence in real estate. Our unmatched global network, innovative marketing, and trusted brand name give you the distinct advantage that sets us apart from other brokerages. With the power of BHHS behind you, you can maximize your business, we elevate your presence in the marketplace, and deliver the exceptional experience today's clients expect. Discover the hallmarks that define our distinction.

## IN-HOUSE MARKETING CONSULTATION AND DESIGN SERVICES

Our dedicated in-house marketing team provides personalized consultation and design support to help you showcase your listings with unmatched style. From custom brochures and social assets to tailored digital strategies, we ensure every detail reflects the quality and sophistication of your brand.



## THE COLLECTIVE DIGITAL MAGAZINES

Our exclusive digital publications highlight the region's most exceptional homes and lifestyles. Distributed to a targeted luxury audience, The Collective offers high-impact exposure in both Atlanta and North Georgia's prestigious mountain and lake communities.



## BHHS CHATTER GROUPS/NETWORK

BHHS Chatter is the name of a communications platform and networking group used by real estate agents within the Berkshire Hathaway HomeServices (BHHS) network. It is hosted on the internal BHHS Resource Center, a global portal for all BHHS agents. This internal networking tool helps agents connect, collaborate, and promote their business and listings to a large group of real estate professionals.

## GLOBAL NETWORK

As part of Berkshire Hathaway HomeServices, you gain access to one of the world’s most trusted and recognized real estate networks. With affiliates across the globe, we connect you with international buyers and sellers who value quality, trust, and distinction.

## GLOBAL SYNDICATION POWER

Your listings are amplified worldwide through powerful syndication partnerships. From premier luxury platforms to international property portals, we ensure your home receives maximum visibility across borders and time zones.

## LOCAL AND GLOBAL PRINT + DIGITAL ADVERTISING

From prestigious publications like the Atlanta Business Chronicle’s “Home of the Day” to impactful global campaigns, we combine local expertise with international reach. Our integrated print and digital advertising strategies ensure your property is seen by the right buyers—wherever they are.

**Publications:** ABC Home of the Day, Modern Luxury, Prestige, Unique Homes, variety of local Newspapers.



## LUXURY COLLECTION SPORTS + ENTERTAINMENT

The Sports + Entertainment division offers specialized representation for high-profile clientele with unique lifestyle needs. Our S + E specialists provide discretion, expertise, and concierge-level service to athletes, entertainers, and executives seeking exceptional properties.



## LUXURY COLLECTION SPECIALIST CERTIFICATION

The Luxury Collection Specialist designation provides exclusive access to premier marketing resources, global listing exposure, and a powerful network of top professionals. With elevated branding, specialized training, and tailored support, Luxury Collection Specialists are equipped to deliver exceptional client experiences and achieve greater success in the luxury market.

## LUXURY COUNCIL

The Luxury Council brings together top-producing agents who serve as ambassadors of the brand. This elite group collaborates on strategy, market insights, and innovation—ensuring our Luxury Collection remains at the forefront of excellence to grow our market share in the high end market. [BHHS LuxuryCollection.com](http://BHHS LuxuryCollection.com)

Our award-winning digital hub is the centerpiece of our luxury marketing. Featuring stunning property showcases, curated content, and global connections, [BHHS LuxuryCollection.com](http://BHHS LuxuryCollection.com) positions each listing on a stage that captivates today’s most discerning buyers.

# SWEEPING NATIONAL AND INTERNATIONAL EXPOSURE

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|--|---|
| <p><b>BHHSGA AGENT WEBSITE:</b> Homes are featured on website and social media.</p>  |   |
| <p><b>BHHSGEORGIA.COM:</b> The destination for real estate searches, attracting 45,000+ visitors annually.</p>   |    |
| <p><b>LUXURYREDEFINED.COM :</b> Linked to BHHSGA.com our luxury microsite showcases prestigious homes \$1.5M+ ITP, \$1M OTP. Homes are also featured on social media channels @BHHSGLuxury.</p>  |    |
| <p><b>BHHS.COM:</b> Where millions of potential buyers start their U.S. home search including the luxury demographic.</p>  |    |
| <p><b>Realtor.COM and Realtor.COM/International:</b> A global site featuring listings from around the world.</p>   |    |
| <p><b>Worldproperties.com:</b> A place for international buyers to view our listings. In addition, homes are searchable on Proxio.com in 19 languages and 55 currencies.</p>   |    |
| <p><b>Juwai.com:</b> The No. 1 Chinese property portal, visited by thousands of buyers each day from over 403 cities throughout China, and major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore.</p>   |    |
| <p><b>WSJ.com:</b> Listings are displayed in the Real Estate section including the European and Asian sites. 35+ million monthly visitors. Listings are globally searchable. Featured on WSJ.com, EuropeWSJ.com, AsiaWSJ.com, IndiaWSJ.com, Lat.WSJ.com (Latin America), and Cn.WSJ.com (Chinese, Japanese, Korean translations)</p> |    |
| <p><b>MansionGlobal.com:</b> Part of Dow Jones, Mansion Global features listings over \$1M with an audience of 3 global editions - English, Chinese, and Spanish, Listings \$5M + showcased in editorial content.</p>  |    |
| <p><b>Zillow.com:</b> Over 70 million unique monthly visitors. Listings reach 1.5 million unique visitors monthly from countries with high interest in U.S. home purchases: Canada, China, India, Mexico, and the U.K.</p>   |   |
| <p><b>Trulia.com:</b> More than 55 million unique monthly house hunters, the majority coming from mobile devices.</p>  |  |
| <p><b>Financial Times of London:</b> Properties appear before the highly affluent FT of London audience.</p>   |  |
| <p><b>WeChat:</b> China's most popular instant messaging app and seamless one-stop shop for other common apps, including a real-estate sales platform connecting Chinese buyers with agents in the U.S.</p>  |  |
| <p><b>NIKKEI:</b> The world's largest financial newspaper, with a daily circulation exceeding 1.73 million copies.</p>   |  |
| <p><b>Barrons.com:</b> This American weekly magazine/newspaper published by Dow Jones &amp; Company, a division of News Corp, covers U.S. financial information, market developments, and relevant statistics.</p>   |  |
| <p><b>Penta.com:</b> A supplement of Barron's magazine targeting people with \$5 million in assets and offers advice on lifestyle, exceptional travel, art and collectibles, private jets and luxury cars, jewelry, watches, and high-end real estate.</p>   |  |
| <p><b>PropGoLuxury.com:</b> Delivers listings to affluent English and Chinese reading consumers, as the largest and fastest growing luxury property site in the China and Asia Pacific region, touching millions of elite consumers around the world.</p>  |  |
| <p><b>LuxuryRealestate.com:</b> Who's Who in Luxury Real Estate's global network is showcased on LuxuryRealEstate.com. The leading portal for luxury properties online, presenting more multi-million-dollar estates in more than 42 countries.</p>  |  |
| <p><b>JamesEdition.com:</b> The World's Luxury Marketplace. Explore 200000+ luxury listings: homes, cars, yachts &amp; private jets for sale in 120 countries. The International MLS- The IMLS Global portal has listings in 100+ countries in 100+ languages.</p>   |  |

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